


## CURRICULUM VITAE

### Personal Profile

<b>Title</b>	DR.	<b>First Name</b>	TRIDI B	<b>Last Name</b>	SENGUP TA
<b>Current Designation</b>			Assistant Professor, B.Com (Morning) Department, St. Xavier's College (Autonomous), Kolkata		<p style="color: #A52A2A; font-size: small;">Affix your</p>  <p style="color: #A52A2A; font-size: small;">Photograph here</p>
<b>Address</b>	<b>Campus</b>	30, Mother Teresa Sarani, Kolkata-700016			
	<b>Residence</b>	13, Broad Street, , Kolkata - 700019			
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<b>Educational Qualification</b>					
<b>Degree</b>		<b>Name of the Institution</b>			
<b>Ph.D.</b>		University of Calcutta			
<b>MBA</b>		Jadavpur University			
<b>M.Com</b>		University of Calcutta			
<b>B.Com (Honours)</b>		St. Xavier's College (Under University of Calcutta)			

### Career Profile

Designation	Duration
<ul style="list-style-type: none"> <li>• Assistant Professor, B.Com (Morning) Department, St. Xavier's College (Autonomous), Kolkata</li> <li>• Lecturer, B.Com Department, The Bhawanipur Education Society College, Kolkata</li> <li>• Course Coordinator, BBA Department, The Bhawanipur Education Society College, Kolkata</li> <li>• Counselor, Management Programme, IGNOU</li> <li>• Visiting Faculty, Pondicherry Central University and St. Xavier's College (Autonomous), Twinning MBA Programme</li> </ul>	<p>1990- Present</p> <p>1991-2013</p> <p>2003-Present</p> <p>1997- Present</p> <p>2018- Present</p>
<b>Administrative Assignments</b>	<ul style="list-style-type: none"> <li>• Head of the Department, Department of Management, Faculty of Commerce, St. Xavier's College (Autonomous), Kolkata, 2008-2014</li> <li>• Course Coordinator, BBA Department, The Bhawanipur Education Society College, Kolkata, 2003-Present</li> <li>• Joint Coordinator of NAAC Steering Committee, The Bhawanipur Education Society College, Kolkata, 2017-2019</li> </ul>
<b>Areas of Interest/Specialization</b>	Marketing Management, Human Resource Management, Strategic Management, Entrepreneurship Development
Subjects Taught	
<b>At Undergraduate level</b>	Marketing Management, Human Resource Management, Entrepreneurship Development, Sales Organization and Management, International Business, Rural Marketing, Services Marketing, Financial Accounting, Auditing, Financial Management
<b>At Postgraduate level</b>	Consumer Behaviour, Human Resource Management, International Business, Services Marketing, Human Resource Management

<p style="text-align: center;"><b>Research Guidance</b></p>	<ul style="list-style-type: none"><li>▪ Undergraduate live projects guided at St. Xavier's College (Autonomous), Kolkata, B.Com from 2008 to 2017, Also undergraduate live projects guided at Bhawanipur Education Society College Kolkata, in BBA from 2005 to 2019.</li><li>▪ Post graduate live projects guided at IGNOU Management Program (MBA) from 1997 to 2018. Also Post graduate live projects guided at Pondicherry Central</li></ul>
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	<p>University (MBA) from 2018 to 2019 and IISWBM, SCDL, Goa Institute of Management.</p> <ul style="list-style-type: none"> <li>▪ Supervised Internship programs Undergraduate and Post graduate courses at St. Xavier's and other colleges under Calcutta University. Arranging regular visits by B.com &amp; BBA and Post Graduate students to different industry</li> <li>▪ Ph.D Examiner, JIS University, 2019-Present</li> </ul>
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<b>Publication Profile</b>	
<b>Authored books</b>	<ul style="list-style-type: none"> <li>▪ Sengupta, T., Chakraborty, J. and Mitra, C. (2021). Advertising and Brand Management. Lawpoint Publications, ISBN:978-93-86185-97-6</li> <li>▪ Sengupta, T., Chakraborty, J. and Mitra, C. (2020). Marketing Management and Human Resource Management. Calcutta Book House (P) Ltd.</li> </ul>
<b>Publications in Journals</b>	<ul style="list-style-type: none"> <li>▪ Chakraborty, J. and Sengupta, T. (2019). Hospitality Industry in West Bengal: A Structural Review. AJMR, Vol.8 (1), ISSN:2278-4853</li> <li>▪ Sengupta, T. (2016). Travel and Tourism Industry in India. The BESC Journal of Commerce &amp; Management. Vol.2, ISSN:2395-4639</li> <li>▪ Sengupta, T. and Dasgupta, R. (2013). Indian Hospitality Industry: A study with reference to West Bengal. IJMT, Vol.3 (8), ISSN: 2249-1058</li> <li>▪ Sengupta, T., Giani, G. (2021). A study on the Impact of Visual Merchandising and Online Marketing on Consumer Behaviour. Youthink, Vol.15. ISSN:- 2347-6222</li> <li>▪ Sengupta, T., Sengupta, J. (2020). Probing into Healthcare Market and Health Financing in Global Context. The X-Executive, Vol- 16</li> </ul>
<b>Presentations at Conferences</b>	
<b>International</b>	<ul style="list-style-type: none"> <li>▪ Presented a paper on "Emerging Lessons on Green Business and Women Entrepreneurship in India" at the International Conference on Eco-friendly Women Entrepreneurship: Panacea or Myth in Development, organized by Indo-US 21<sup>st</sup> Century Knowledge Initiative, collaboration between University of Calcutta, India and Clafin University, USA, from 14<sup>th</sup> March - 16<sup>th</sup> March, 2019.</li> <li>▪ Presented a paper on "Analyzing the Dynamics of Rural Marketing in the Emerging</li> </ul>

	<p>Market Economy - A Study in Indian Context” at the Interdisciplinary Conference on Agri-Innovation and Entrepreneurship, organized by Leeds Beckett University UK, University of Calcutta and International Management Institute Kolkata (UKIERI supported Conference) on 21<sup>st</sup> January, 2019.</p>
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**National**

- Presented a paper on “A Study on employee attrition and retention in Indian IT Sector” at the 4<sup>th</sup> Doctoral Consortium, conducted by Shailesh J. Mehta School of Management, IIT Bombay, from 21<sup>st</sup> February - 22<sup>nd</sup> February,2020.
- Presented a paper on “ Effect of Indian Music Therapy as a Mediator on Stress and Inter- Personal Relationship” at the Two-Day National Conference on ‘Paradigm Shift in the Market Forces in the Indian Context- Impact on Marketing, Accounting & Finance, Strategic HRM, Operations & Supply Chain Management’ organized by The Bhawanipur Education Society College, Kolkata in collaboration with Indian Institute of Social Welfare and Business Management, Kolkata, held at The Bhawanipur Education Society College, Kolkata, on 5<sup>th</sup> July and 6<sup>th</sup> July,2019.
- Presented a paper on “Effectiveness of Celebrity Endorsement and responsibility of the Celebrity towards negative impact on Consumers” at the Two-Day National Conference on ‘Paradigm Shift in the Market Forces in the Indian Context - Impact on Marketing, Accounting & Finance, Strategic HRM, Operations & Supply Chain Management’ organized by The Bhawanipur Education Society College, Kolkata in collaboration with Indian Institute of Social Welfare and Business Management, Kolkata, held at The Bhawanipur Education Society College, Kolkata, on 5<sup>th</sup> July and 6<sup>th</sup> July,2019.
- Presented a paper on “Challenges in Rural India and Opportunities for Sustainable Economic Development” at the ICSSR sponsored National Seminar on Rural Development in India - Problems and Prospects, organized by the Department of Economics, Naba Ballygunge Mahavidyalaya, Kolkata, in collaboration with Bengal Economic Association, on 1<sup>st</sup> September,2018.
- Presented a paper on “Go Green – A study on opportunities & challenges in India” at the Two-Day National Seminar on ‘Greening Business: Steps towards Greener Economy’ organized by the Department of Economics and Commerce, Rabin Mukherjee College, in collaboration with Bethuadahari College, on 29<sup>th</sup> and 30<sup>th</sup> April,2017.

### Participation in Seminars

- Organized and attended a seminar on Academic Administration on 24th February, 2018 at BESC, Kolkata, organized by IQAC of the college.
- Attended Marketing and Brand Conclave on “Influencer Marketing” organized by the Bengal Chamber on 14th July, 2018.

### Key Achievements

#### As Resource Person

- Convener of seminar “Beyond Chalk and Talk” at St. Xavier’s College, Kolkata on 5th February 2005, with industry professionals evaluating live projects by final year students of St. Xavier’s College.
- International Mentor, Speaker, Judge at ‘IMPETUS’ an International Marketing Summit Organized by Gaeddu College of Business Studies, Royal Bhutan University on 27th and 28 May 2013.
- Convener of Inertia- Chapters One to Six (2011-2016), an International Marketing Summit organized by Department of Management, Faculty of Commerce St. Xavier’s College (Autonomous) Kolkata.
- Initiated and Convened Indigenous Faculty Development Programmes for the Department of Management, Faculty of Commerce for the years 2010, 2011, 2012, 2013 with Industry and academia Interface, at St. Xavier’s College, (Autonomous) Kolkata.
- Hosted Hult Prize competition at St. Xavier’s campus 7<sup>th</sup> February 2021.
- Hosted TEDx St. Xavier’s College talk on 27<sup>th</sup> March 2021.
- Joint Convener Finance at ICCEM, International Conference on 2 and 3 November, 2017 at SXC.
- Organized U-Connect event on 10/10/20
- Organized FDP for Department of Commerce (Morning) on 22/10/20 and for Department of Commerce (Evening), BMS and M.Com with International Resource persons, on 21/11/20. St. Xavier’s College, Kolkata.
- Professor in Charge TEDx St. Xavier’s College Kolkata, 2020 onwards.
- Professor in Charge of Hult Prize, at St. Xavier’s College Kolkata, 2020 onwards.
- Facilitated online international student exchange programme between St.

	<p>Xavier's College Kolkata &amp; ULAB Dhaka, Bangladesh, March 2021.</p> <ul style="list-style-type: none"><li>• Advisor to Cost and Management Accountants of India(CMA).</li><li>• Resource Person to BRAC University, Dhaka,Bangladesh.</li><li>• Observer of West Bengal Joint Entrance Examination (WBJEE).</li></ul>
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	<ul style="list-style-type: none"> <li>• Resource Person to Techno India College of Technology (TICT), Newtown.</li> <li>• Conducted Induction programme for Fresher Management Students at Techno India College of Technology in August 2020.</li> <li>• Speaker at Mind Craft Webinar Series 2021, Organized by “Steps 4 Skills &amp; Insight Center for Psychotherapy and Counseling.</li> <li>• Interview on Management Studies published on leading website Coolegedunia.com</li> </ul>
<b>Awards and Distinctions</b>	Awarded for completion of 25 years of distinguish service at St. Xavier’s College Kolkata, by Sri ParthaChatterjeehonourable MIC, Higher Education Department, W.B (January, 2016).
<b>Memberships</b>	<ul style="list-style-type: none"> <li>▪ Member of All India Management Association</li> <li>▪ Member, BOS , Commerce, St. Xavier’s CollegeKolkata</li> </ul>
<b>Other Activities</b>	
<b>Curriculum Development</b>	Syllabus Revision of ICAI, St. Xavier’s College (Autonomous) and BBA (University of Calcutta)
<b>Special Invitations</b>	<ul style="list-style-type: none"> <li>• SpeakeratTheInternationalConferenceOn‘EducationManagement- AnEvolving Profession’ organized by JSB at the Rotary Sedan on 6th October,2012.</li> <li>• Chief Guest for the 78th plenum program forICSI.</li> <li>• ChairPersonforaTechnicalSessionatUGCSponsoredNationalconferencejointly organized by St. Xavier’s College and ShriShikshayatan College on 6th and 7th September 2013, on ‘Inclusive Growth- Business &amp; Environment in India’s EmergingEconomy’.</li> <li>• Speaker at International Conference ‘Developing Institution of Higher Education: Emerging Prospective’ organized by IMI Kolkata on 17 January2013.</li> <li>• SpeakeratSeminaronGST- Impact&amp;Implication,JointlyhostedbyScottishChurch College &amp; CMA, on 20th February2018.</li> <li>• Special Guest at Bangladesh National Management Festival, 7th and 8th March, 2019, hosted by ULAB University,Dhaka.</li> <li>• Speaker on ‘Impact of the Union Budget on the Indian Market Space’ at Scottish Church College, on 31<sup>st</sup> August,2019.</li> </ul>

	<ul style="list-style-type: none"><li>• Witness to signing of MOU between St. Xavier's College Kolkata &amp; ULAB Dhaka, Bangladesh on 20<sup>th</sup> October, 2019.</li><li>• Speaker at the department of Management studies ULAB (UG/PG Programme) at ULAB Dhaka, Bangladesh on 20<sup>th</sup> October, 2019.</li></ul>
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